

**Abstract of the Disclosure**

A service database stores a set of area information and a service program for each individual service. When position  
5 information of a mobile station and service selection information are received, the service database is searched to retrieve a service program specified by the service selection information and corresponding area information. When the mobile station is present  
10 in the area represented by the area information, the service program is executed to provide a service to the mobile station.